

**METHOD AND SYSTEM FOR PROVIDING A VIDEO INFOMERCIAL  
PROGRAMMING CHANNEL**

**ABSTRACT OF THE DISCLOSURE**

**[0039]** A method is described including the steps of collecting from third parties prerecorded video advertising segments directed to products and/or services for sale to consumers; overlaying additional information related to the products or services onto the video advertising; introducing the resulting video advertising with overlays into infomercial programming to substantially fill a programming day; committing the programming to a schedule; providing the programming schedule to a programming guide service to include entries of the schedule into the guide for the consumers; and distributing the programming.

20108819.1